



February 12, 1997

Members of the Burbank Planning Board
City of Burbank
275 E. Olive Avenue
Burbank, California 91502

**Re: NBC Conceptual Master Plan: Executive Summary
Of Key Issues Raised During Community Meetings**

Dear Board Members:


In going through what has been to date a very positive entitlement process, I thought a lot about presenting to both the Planning Board and the City Council the attached book. My sole intent is to address specifically and up front the most common issues raised not only by some of you last December but also those raised by residents during the many community meetings held over the past five months here at NBC and throughout the city. My hope is that the book will center in on that about which we are all concerned and facilitate an open discussion when NBC appears before you next Monday night. My biggest challenge in releasing this book to you is to make certain that it is not a sales or "puff" piece that would serve no other purpose than to be self serving to NBC. I am confident that the book, as presented, is substantive and will be a constructive piece of work for all of us to read in preparing for Monday night.

An index of the issues discussed, including references to the complete treatment of each issue in the Final Environmental Impact Report, is included on the following page.

As noted above, the community and entitlement process for the NBC Conceptual Master Plan has been very positive with tremendous support shown by all those with whom I have met. I hope that each of you will also be supportive of that which NBC is presenting to you.

As always, whatever your comments, I appreciate the open dialogue and honesty that has always existed between the City of Burbank and NBC. I look forward to welcoming you to NBC on Monday for a tour and to appearing before you later that evening. At the end of that meeting, I would respectfully request that the Planning Board recommend approval of the development agreement for the NBC Conceptual Master Plan.

Sincerely yours,



John E. O'Neill

To: Carolyn Berlin, Don Brown, David Gerred, David Gordon,
Michael Mathews

**NATIONAL BROADCASTING COMPANY, INC.
BURBANK FACILITY CONCEPTUAL MASTER PLAN**

SUMMARY OF KEY ISSUES

The purpose of this book is to provide a summary of key issues raised during the development of the NBC Burbank Master Plan. The book is meant to complement, not replace, the Draft and Final Environmental Impact Reports. References to the complete treatment of each issue in these documents are included for the reader's convenience.

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TAB 1. PROJECT OVERVIEW

REASONS FOR THE PROJECT

The NBC Conceptual Master Plan serves as a guide for development of critically needed new production and media office facilities within the existing boundaries of the Burbank lot.

Currently, the NBC facilities are operating at maximum capacity, necessitating the costly leasing of space off-site and the inefficient transport of people and equipment between locations. The shortage of facilities also has forced NBC to use more and more prefabricated buildings and trailers as temporary office space for employees.

To maintain a leadership role in the increasingly competitive entertainment industry, and to continue as a strong contributor to the local economy, NBC must expand production, office and support facilities on the Burbank lot.

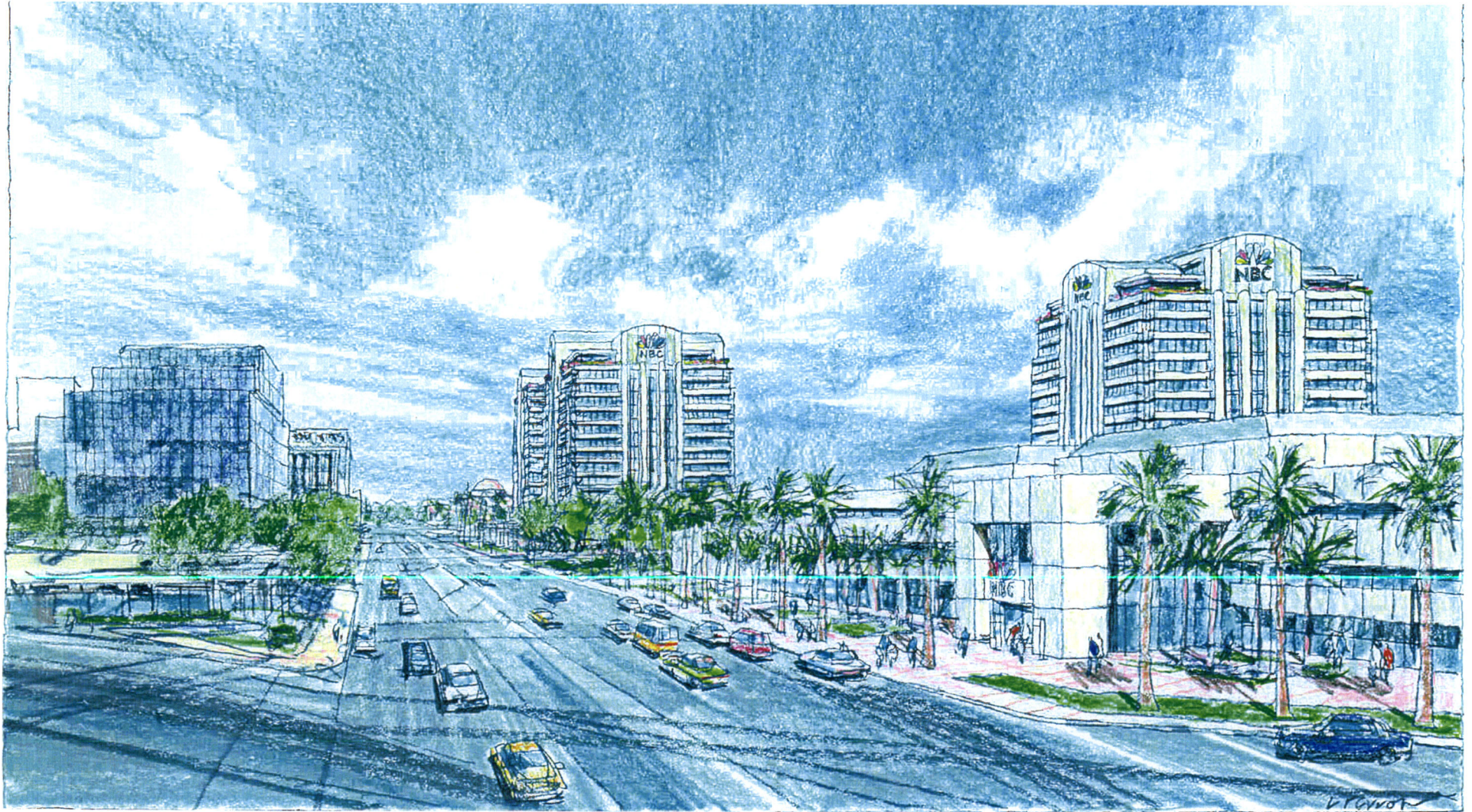
PROJECT STATISTICS

The conceptual Master Plan calls for four new fifteen story office buildings, six production stages, and three low rise parking structures to ensure adequate on-site parking for all employees. It is anticipated that the project will be built in phases over the next ten to twenty years (see Tab 10.) The net addition to existing development is shown in the table below.

	Gross Square Feet (Millions)	Net Square Feet (Millions)	OEGSF (Millions)
Existing Space	1.10	0.86	0.57
New Construction	2.15	1.70	1.40
Demolition	(0.25)	(0.20)	(0.15)
Net Addition	1.90	1.50	1.25
Total at full buildout	3.00	2.36	1.82

PROJECT PLANS AND RENDERINGS

The following pages illustrate the site plans and building renderings developed during the planning process. In all cases, the design of the project was conceived to be consistent with the Media District Specific Plan.



View to the east on Alameda Street from Olive Avenue.

NBC STUDIOS BURBANK *Master Planning*

JOHNSON FAIN AND PEREIRA ASSOCIATES October 15, 1996



View to the northwest through Johnny Carson Park.

NBC STUDIOS BURBANK *Master Planning*

JOHNSON FAIN AND PEREIRA ASSOCIATES October 15, 1996



View to the northwest.



NBC STUDIOS BURBANK *Master Planning*

JOHNSON FAIN AND PEREIRA ASSOCIATES October 15, 1996

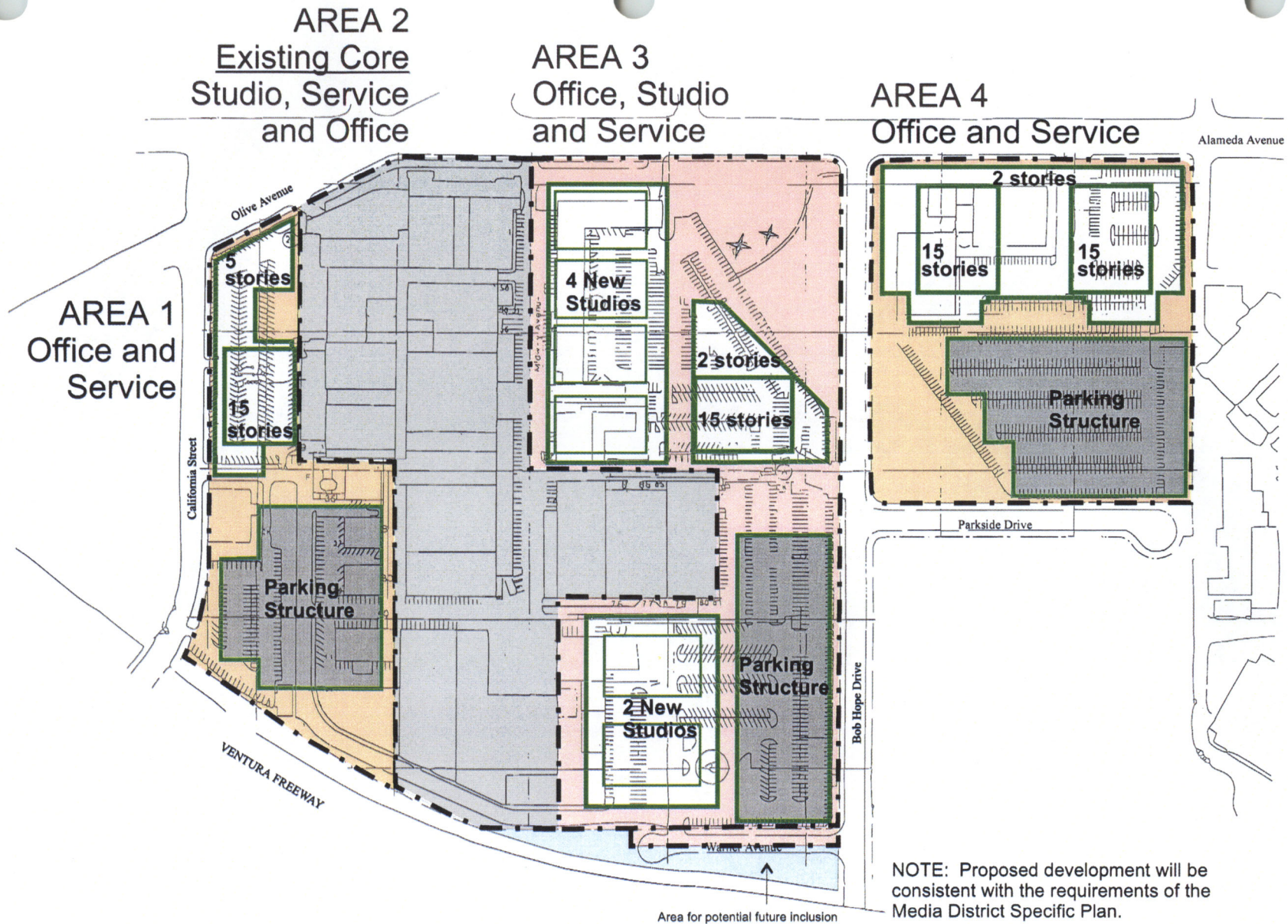


View to the southeast.



NBC STUDIOS BURBANK *Master Planning*

JOHNSON FAIN AND PEREIRA ASSOCIATES October 15, 1996



ILLUSTRATIVE CONCEPT

NBC STUDIOS BURBANK *Master Planning*

JOHNSON FAIN AND PEREIRA ASSOCIATES July 18, 1996

TAB 2. SUMMARY OF NBC PUBLIC MEETINGS AND COMMENTS

NBC considers the input and participation of Burbank residents to be a critical part of the development and refinement of a conceptual Master Plan that addresses the needs of Burbank and of NBC as a corporate citizen of Burbank.

To facilitate public involvement and to identify key issues of concern, NBC hosted a series of community meetings on Wednesday and Thursday nights for the past five months. Prior to these meetings, NBC distributed detailed informational material to nearly 12,000 households and provided extensive briefings to homeowner and community organizations.

Feedback from the community helped NBC modify the Project and to create a Master Plan that enjoys a high level of support among Burbank residents.

The following table presents statistics summarizing public participation in the community meetings and support for the Project. Also included are samples from the mailings sent to members of the community and a map illustrating the locations of supporters living nearest the NBC Project.

INFORMATIONAL MAILING

- 11,535 Burbank households received mailings
- 11% (1,217) of recipients responded to the mailing
- 91% (1,108) of respondents expressed support for the Project
- Of the 1,108 supporters, 54% are neighbors of NBC, living within 2 miles of the site (See map)
- 0.05% (6) of respondents oppose the Project

COMMUNITY MEETINGS

- 10,953 households received invitations
- 489 people R.S.V.P. to attend a meeting
- 235 residents attended meetings



December 31, 1996

Dear NBC Neighbor:

This past year was a banner year for NBC as we finished the television season in the #1 position. At NBC Burbank, we produced more television programming than ever before. Additionally, opportunities for NBC to participate as a full partner in new production and distribution ventures have never been greater. With this good news, however, comes a major challenge for our Burbank facility.

Simply put, NBC has run out of studio, production and media office space on the Burbank Lot. As a result, the company has been forced to lease costly, increasingly hard-to-find-space outside of Burbank while, at the same time, installing inefficient, temporary trailers throughout our property. This piecemeal approach to growth on our property cannot continue. Therefore, NBC is proposing to add new studio and production support facilities on our existing Burbank property -- controlled development that is planned to meet not only the critical needs of NBC today, but also our projected future growth.

The conceptual Master Plan for the NBC Lot strengthens our long-term commitment to the City of Burbank -- a place NBC has called home for almost 45 years. Implementation of the Master Plan will allow NBC to remain on the increasingly competitive cutting edge of the entertainment industry while creating the jobs and tax revenues that will stimulate the Burbank economy in the years to come.

We at NBC are excited about our Plan for the future and we are deeply committed to making sure that it works for NBC, the City and the residents of Burbank. Please take a moment to review the enclosed material on the NBC Master Plan. If you feel, as do we, that the NBC Master Plan is a winning project for NBC, Burbank and the community, we hope that you will complete the enclosed postcard to let us know you support our efforts. Also, if you would like to attend a meeting to learn more about our Master Plan, please call [REDACTED] Your support is extremely important to our future success.

Sincerely,

Jack O'Neill
Vice President, Facilities



INVESTING IN BURBANK'S FUTURE

SUPPORTING THE LOCAL ECONOMY

For almost 45 years, the National Broadcasting Company (NBC) has been a resource to the City of Burbank, generating thousands of jobs, fueling the local economy and helping secure the international reputation of Burbank as a major media center.

As Burbank recovers from regional economic recession and the loss of the local aerospace industry, NBC has strengthened its commitment to the growth and stability of the city.

Building on its foundation as a community member and industry leader, NBC is working with Burbank officials and the local community to complete a conceptual Master Plan for the NBC site — a Plan that will allow for the controlled expansion of NBC facilities in the city. This approach responds to a request by the city that NBC and the studios in Burbank prepare plans to govern development on their properties in the years to come.

The NBC conceptual Master Plan will:

- ✓ Comply with the Burbank Media District Specific Plan — a blueprint for the retention and growth of media-related businesses as well as a means for instituting neighborhood protection plans.
- ✓ Create additional opportunities for high-paying jobs in the entertainment field — an environmentally clean industry.
- ✓ Stimulate the local economy through increased purchasing of goods and support services from local companies.
- ✓ Generate additional tax revenues to assist Burbank schools and help pay for important city services and infrastructure improvements.
- ✓ Enhance the image of Burbank as home to the most dynamic and exciting industry in the world.



PLANNING FOR THE FUTURE

As the next century approaches, Burbank and NBC are positioned to take advantage of the new opportunities presented by the constantly evolving entertainment and telecommunications industry.

For the past decade, Burbank has planned carefully for the projected growth of the media sector. In 1991, the city adopted the Media District Specific Plan to capitalize on its advantage as a regional media center and to meet the challenges that accompany growth. The Specific Plan incorporates measures that strike a balance between the needs of the business and residential communities in Burbank.

As the result of the elimination of long-term restrictive regulations on the television industry, NBC now has the ability to participate financially in the production and distribution of its own television programming product. Currently being produced on the NBC Burbank Lot are, among others, "The Tonight Show with Jay Leno," "Days Of Our Lives," "Later," and "Saved By The Bell." Two new shows, "Access Hollywood" and "Sunset Beach," also will be produced on the Lot. Most of the shows produced on-site are either a production of NBC Studios — the in-house production unit of NBC — or a joint venture involving NBC and an outside production entity.

With production opportunities increasing, NBC finds itself in a situation today where its studio facilities on the Burbank lot are operating at maximum capacity, necessitating the costly and inefficient leasing of production space off-site. Associated with the increasing production activity and the demand for studios on-site is the lack of sufficient media office space at NBC to support that activity. Given the severe space constraint, NBC has resorted to using prefabricated buildings and trailers on the lot. With existing production studios and office facilities fully occupied, NBC must expand its Burbank facilities to maintain its role as an industry leader and a vital contributor to the local economy.

THE CONCEPTUAL MASTER PLAN

Developed in compliance with the Burbank Media District Specific Plan, the conceptual Master Plan addresses the immediate and critical need of NBC for more space, while allowing for the flexibility necessary to meet future demand.

The conceptual Master Plan calls for new production studios, media office buildings, support facilities and low-rise parking structures on the 44-acre NBC property located at the intersection of Olive and Alameda Streets. These new media-related facilities represent approximately 2.1 million gross square feet of development space. Since about 200,000 square feet of existing structures on the site would be demolished to accommodate the new facilities, the amount of new construction, after demolition, would approximate 1.9 million gross square feet.

There are other standard ways of calculating the square footage of the proposed new development on the NBC property. If the space allocated for stairwells, elevators and other circulation space is factored out of the equation, the amount of new construction would be measured at about 1.5 million square feet, after demolition. And, if the Media District definition is applied, new construction would approximate 1.25 million square feet.

SUMMARY: THE NBC CONCEPTUAL MASTER PLAN

	Gross Sq. Ft. (millions)	Net Sq. Ft. (millions)	Media District Equivalent Sq. Ft. (millions)
New Construction	2.15	1.70	1.40
Demolition	.25	.20	.15
Construction After Demolition	1.90	1.50	1.25

The conceptual Master Plan sets forth six studios, four fifteen-story media office buildings and three parking structures. These new facilities, envisioned to be developed over a period of 10 or more years, will be situated on both the east and west sides of Bob Hope Drive and on the California Street portion of the property.

The demand for space within the Burbank Media District is among the highest in the country. The NBC conceptual Master Plan recognizes this demand. While NBC will be the primary user of the new facilities, the plan also addresses the media production and space needs of other entities in the industry.

Upon approval by the Burbank City Council, it is envisioned that implementation of the conceptual Master Plan will begin in late 1997. The rate at which the new development proceeds over the years will be based upon the evolving business needs of NBC and other media companies.



THE PROCESS

The conceptual Master Plan will undergo a thorough review by the city and the public. Traffic studies will be conducted and an Environmental Impact Report (EIR) will be prepared — a document that will ensure that the interests of the community are addressed and, as needed, mitigations established. It is anticipated that the Draft EIR will be completed and circulated for public comment in late fall, 1996. Public hearings will be held before both the Planning Board and the City Council, with final action expected early in the Spring of 1997.

INVOLVING THE COMMUNITY

Over the years, NBC has established a reputation as a good neighbor, involved in the community and responsive to local concerns. This commitment to community outreach will continue throughout the Master Plan review process and beyond.

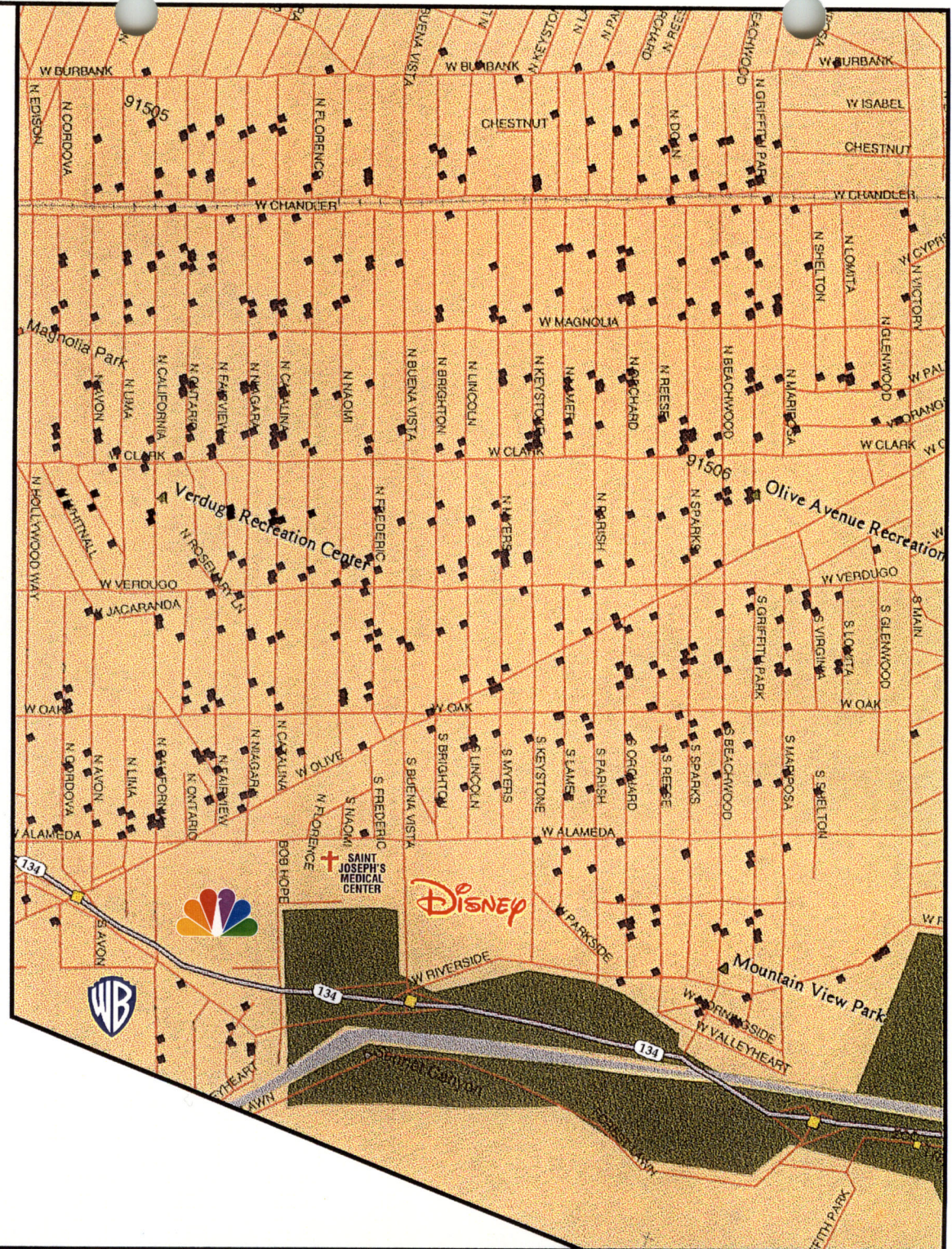
The company is undertaking an ongoing communications program to reach out with information about the Plan to neighbors and the community at large and to receive comments.



NBC MASTER PLAN

The majority of
Master Plan supporters
are neighbors of NBC.

Nearly 600 supporters
live within 2 miles of the
Burbank lot.



TAB 3. MOST COMMON ISSUES RAISED IN PUBLIC MEETINGS

Through a series of community meetings, NBC collected numerous comments from Burbank residents on the proposed Master Plan. In these meetings, Jack O'Neill of NBC presented the project through complete conceptual drawings and received oral and written comments from the public.

While the comments ranged from broad expressions of support to very specific concerns, the following issues emerged as those most important to the citizens of Burbank. These issues are listed below, along with references to where each is covered in this book.

MOST COMMON ISSUES AMONG BURBANK RESIDENTS

1. Managing increased traffic (See Tabs 5 and 6)
2. Helicopters (See Tab 12)
3. Parking during and after construction (See Tab 1)
4. Construction phasing and congestion (See Tab 10)
5. Building heights and setbacks, and impact on views, shade and shadow (See Tabs 7 and 8)
6. Greenbelts and landscaping (See Tab 1)
7. Jobs (See Tab 11)
8. Childcare (See Tab 9)

TAB 4. ESTIMATED MITIGATION FEES

As part of the approval process, NBC will pay all required fees to mitigate the impact of the proposed project on the community. In addition, NBC has agreed to certain fees and improvements. The following chart summarizes the estimated fees that NBC will pay, based on the conceptual Master Plan. Actual fees paid will depend upon the specifics and timing of each project within the development.

In total, NBC will pay approximately \$13,000,000 in mitigation fees as the full Project is built.

Category	Item	Item Cost	Total Cost
Building Division	Permit	\$1,014,000	
	Plancheck	\$583,000	
	Other	<u>\$51,000</u>	\$1,648,000
Planning Division			\$11,000
Community Facility Fee			\$2,007,000
Transportation Fee			\$5,719,000
Public Service/Public Works	Water	\$124,000	
	Electrical	\$466,000	
	Sewer	<u>\$864,000</u>	\$1,454,000
Parks & Recreation	Arts Fee		\$1,500,000
BUSD	School Fee		<u>\$841,000</u>
GRAND TOTAL			\$13,180,000

In addition to these one-time fees, the NBC Project will bring fiscal benefits to the City of Burbank and recurring economic benefits to the region in excess of \$500 million. See Tab 11. Please note that the above stated amount for school fees is the amount which has been offered by NBC as further described in the letter from NBC to the Planning Commission reprinted on the following pages.

For more information on the Mitigation Program, see section 8.0 of the Draft EIR and 6.0 of the Final EIR.

TAB 5. RELATED PROJECTS CONSIDERED

To understand the cumulative impacts of the NBC Project as well as other future development, the Environmental Impact Report identified 122 proposed and potential projects that affect the same area as the NBC Project. Each of these projects was analyzed to establish a future base against which to compare the additional development proposed by NBC. As a result, the EIR presents a comprehensive view of future environmental conditions with and without the NBC Master Plan.

A total of 122 related projects were analyzed, representing over 4,500 housing units and 16 million square feet of non-residential development, as outlined in the table on the following pages.

Because certain projects are of greater concern to residents, the fifty most notable projects are listed on the following pages for convenient reference.

For more information on the Related Projects, see sections 3.0, 5.0 and appendix E of the Draft EIR.

	Project Name	DEIR Project Number	Description	Location
1.	100 Block S. Brand	98	185,000 s.f. Retail	Glendale
2.	101 N. Brand	95	405,000 s.f. Office	Los Angeles
3.	11357 Sherman Way	57	14250 s.f. Retail	Los Angeles
4.	1411 N. Highland Av.	73	700,000 s.f. Mixed use	Los Angeles
5.	2716 San Fernando Rd.	65	36,180 s.f. Retail	Los Angeles
6.	2901 Los Feliz Bl.	51	160,000 s.f. School	Los Angeles
7.	2904-2924 Casitas Wy. & 2901-2934 Laclede Av.	66	200,000 s.f. Office	Los Angeles
8.	600 Block N. Central	99	554,000 s.f. Office	Glendale
9.	611 N. Brand	97	300,000 s.f. Office	Glendale
10.	92-04728946 Bradley Av.	60	486,126 s.f. Industrial	Los Angeles
11.	ABC TV Center	67	200,000 s.f. Office	Los Angeles
12.	Alameda Av. & California St. Opportunity Site.	116	175,000 s.f. Mixed use	Burbank
13.	Burbank Business Center	118	650,000 s.f. Studio	Burbank
14.	Burbank-Glendale-Pasadena Airport Expansion	92		Burbank
15.	CBS	80	229,130 s.f. Studios	Los Angeles
16.	Empire Av. & Ontario St.	83	65,000 s.f. Office	Burbank
17.	Fire Department	108	285,000 s.f. Office	Burbank
18.	First St. & Magnolia Blvd. Opportunity Site.	111	762,000 s.f. Mixed use	Burbank
19.	First St., b/w Olive Av. & Angeleno Av. Opportunity Site.	110	243,000 s.f. Mixed use	Burbank
20.	Flower St. & Alameda Av.	115	189,000 s.f. School	Burbank
21.	Franciscan Site	48	280,410 s.f. Retail	Los Angeles
22.	Frederic St. to Buena Vista St., b/w Olive Av. & Alameda Av.	117	165,000 s.f. Office	Burbank
23.	Front St. S/O. Burbank Bl.	84	200,000 s.f. Retail	Burbank

	<u>Project Name</u>	<u>Project Number</u>	<u>Description</u>	<u>Location</u>
24.	Front St. to Flower St.,Olive Av. to Verdugo Av.	113	29,000 s.f. Industrial	Burbank
25.	Hollywood Bl. & Highland Av.	23	817,000 s.f. Mixed use	Los Angeles
26.	Hollywood Bl. & Highland Av.	30	700,000 s.f. Mixed use	Los Angeles
27.	Home Depot	56	129,802 s.f. Retail	Los Angeles
28.	Lexington, Brand b/w Lexington & Colorado	100	312,750 s.f. Retail	Glendale
29.	Lockheed B-1 Building	120	2,107,000 s.f. Industrial	Burbank
30.	Magnolia & Hollywood	122	108,000 s.f. Commercial	Burbank
31.	Magnolia Bl. & 3rd St.	86	55,000 s.f. Mixed use	Burbank
32.	Magnolia Bl. & Hollywood Wy.	82	120,400 s.f. Multi-family	Burbank
33.	MCA Child Care Facility	12	10,209 s.f. Commercial	Los Angeles
34.	Naomi & Glenoaks & Tulare. Opportunity Site.	121	35,000 s.f. Mixed use	Burbank
35.	North Hollywood Superior Court House	36		Los Angeles
36.	Police Department	107	174,000 s.f. Office	Glendale
37.	San Fernando Bl., E/O Ontario St.	85	270,000 s.f. Industrial	Burbank
38.	San Fernando Rd. & Alameda Ave. Opportunity Site.	114	888,000 s.f. Mixed use	Burbank
39.	San Fernando Rd.&S/O Colorado Bl.	75	253,000 s.f. Light Industrial	Los Angeles
40.	San Fernando, b/w Verdugo Av. & Santa Anita Av.	109	114,000 s.f. Residential	Burbank
41.	Snyder Project	91	700,000 s.f. Office	Burbank
42.	Taft Entertainment	11	278,200 s.f. Office	Los Angeles
43.	Transportation Center	112	289,000 s.f. Commercial	Burbank
44.	Universal City (MCA)	93	5,852,000 s.f. Mixed use	Burbank
45.	Vanowen St. & Hollywood Way	87	90,000 s.f. Retail	Burbank
46.	Walt Disney Studios	88	3,045,000 s.f. Studios	Burbank
47.	Warner Bros. Ranch	90	1,063,620 s.f. Studios	Burbank

	<u>Project Name</u>	<u>Project Number</u>	<u>Description</u>	<u>Location</u>
48.	Warner Bros. Studios	89	2,427,000 s.f. Studios	Burbank
49.	Weber Aircraft	119	115,000 s.f. Industrial	Burbank
50.	Weddington Plaza	14	400,000 s.f. Office	Los Angeles

72 other projects considered.

For a full list of related projects see Appendix E of the Draft EIR.